

LYNCHBURG CITY COUNCIL

Agenda Item Summary

MEETING DATE: **May 28, 2002**

AGENDA ITEM NO.: **6**

CONSENT:

REGULAR: **Work Session**

CLOSED SESSION:

(Confidential)

ACTION:

INFORMATION: **X**

ITEM TITLE: **Special Events Report**

RECOMMENDATION: Discuss and advise staff on several issues related to special event management. These issues include the philosophy concerning special events held at City venues, the budgetary impact of such events and the City's Beer/Wine Garden policy.

SUMMARY: Over the past six months, City staff, in coordination with a special events task force, has worked to develop policies and procedures to direct the coordination and management of special events held at City venues. The task force was organized by Parks and Recreation to assist in the development of written policies governing the management of special events. The task force members include representation from Police, Public Works Divisions of Building and Grounds and Streets, Lynch's Landing, Chamber of Commerce, Amazeement Square and other event organizers. Staff is nearing completion of drafting policies for Council consideration and, to that end, we are seeking advice on several large issues.

The first of these issues is to establish and affirm that it is the City's desire to be "event friendly". By adopting this philosophy, the City is establishing a goal to promote Lynchburg and the use of City properties for the purposes of cultural, arts and athletic events. This goal recognizes the importance of special events in the generation of revenues and promoting community spirit and cultural diversity.

Attaining this goal does have a budgetary impact. Citywide cultural, arts and athletic special events have been a part of the fabric of the City of Lynchburg for many years, however, over the last four to five years Lynchburg has experienced both an increase in the quantity and magnitude of such events. More events require additional City services (e.g. security and safety personnel; inspections and permits; site preparation; clean up; street closures; event management, etc.). Limited funds within City department/division budgets and greater demand for City services prompted the affected department/division staff to question at what level they could or should support these events and to begin charging for some services. Special event organizers have paid for City services for many years, however in many instances fees have not entirely offset all of the City's costs directly related to an event. In this way the City has subsidized many of the citywide special events held over the years. Additionally, the City has played a role in directly funding some citywide special events. In other instances the City has indirectly subsidized other citywide special events by providing services but not billing the event organizer for the cost of the services. Staff is seeking Council input on fiscal policy related to special events. Does Council desire for special events to be self-supporting or should operating budgets include funds to support a certain level of service?

Staff is also seeking Council comment on the Beer/Wine Garden policy. This policy is a result of the work of a sub-committee of the special events task force. This sub-committee was comprised of representatives from Lynch's Landing, Police, Chamber of Commerce, and the Alcohol and Beverage Control Board. The policy intent was to establish consistent and uniform requirements in establishing beer and/or wine gardens, provide oversight to deter underage drinking and allow flexibility to event organizers. Attached is a copy of the policy. Staff is requesting endorsement of this policy or recommendations for amendment.

Policies addressing many other areas of event management will be brought to Council for review at the June work session. Areas for review will include budgetary goals with methods of calculating costs, staffing constraints, application processes and deadlines, processes for denying applications, internal review processes, fee schedules, deposit requirements, facility use policies, waiving fees, and a proposed grant program.

PRIOR ACTION(S): None

BUDGET IMPACT: To be determined

CONTACT(S): Kay Frazier, 847-1640 ext 128
Larry Landolt, 847-1640 ext 125

ATTACHMENT(S): Beer/Wine Garden Policy

REVIEWED BY:

BEER/WINE GARDEN POLICY

Adopted by the Special Events Advisory Committee
for recommendation in February 2002

The following guidelines are for all public Special Events (free or paid admission) that include serving of beer and/or wine.

- 1) Serving beer and/or wine is permitted, by ordinance, at Special Events at the following sites/venues
 - a) Community Market/Armory complex
 - b) Jefferson Street Riverfront Festival site (1000-1014 Jefferson Street)
 - c) Merritt Hutchinson Stadium complex
- 2) Any Special Event Held on City property serving beer and/or wine shall have a well-defined area for serving and consuming such beer and/or wine.
- 3) The purpose of having a well defined area to use for a Beer/Wine Garden is to:
 - Ensure public safety
 - Prevent under- age possession of alcohol
 - Prevent under-age consumption
 - Ensure adequate observation to help prevent intoxication
 - Ensure compliance with ABC regulations
- 4) All Beer/Wine Gardens will have City of Lynchburg law enforcement officers present during the serving and consuming of beer and/or wine. The Chief of Police or his designee will determine the number of City law enforcement personnel. If there are three or more law enforcement personnel required at the Beer/Wine Garden then a supervisor with a rank of at least Lieutenant must be present.
- 5) A City designated agency will conduct Alcohol Beverage Control training seminars on a “as needed” basis, but at least annually. This training is mandatory for the key event supervisor(s)/organizer(s) for those events that plan to serve beer and/or wine. This training is not intended for the actual event volunteers. However, in turn the “trained” key event supervisor(s)/organizer(s) are required to train the actual event staff and volunteers prior to their Special Event. Every Special Event must have at least one “trained” supervisor.
- 6) Alcohol Beverage Control volunteer and staff training must be conducted prior to each Special Event for all “servers”.
- 7) All beer and/or wine servicing locations must have a trained supervisor present during the sale and serving of beer and/or wine.
- 8) All event volunteers and staff members engaged in any aspect of serving beer and/or wine (which includes but is not limited to checking ID’s, arm banding, ticket sales, serving and monitoring) is prohibited from consuming alcohol during the event. This includes any server who completes his/her shift and is requested to return to duty.
- 9) The Applicant of the ABC License, or the designated ABC Manager in charge, must be present during the entire event. The City of Lynchburg requires every event organizer clearly display the name or names of their event’s ABC Manager in the Beer/Wine Garden during the entire Special Event.
- 10) The City of Lynchburg reserves the right to stop or restrict, in any manner deemed appropriate, the consumption or serving of alcohol at any Special Event.

BEER GARDEN AGE RESTRICTIONS

No one under the age of 21 will be permitted to enter any Special Event Beer/Wine Garden on City of Lynchburg property unless accompanied by a parent or legal guardian. The event promoter/organizer is responsible for verifying the legal age of all persons entering the Beer/Wine Garden and for providing a pre-approved (by the Virginia Department of Alcohol Beverage Control) level of event staffing to assist and ensure compliance of all provisions of their Virginia Department of Alcohol Beverage Control license.

JEFFERSON STREET RIVERFRONT FESTIVAL AREA BEER/WINE GARDEN

There will be a designated area for Beer/Wine Garden(s) at all Special Events held at the Jefferson Street Riverfront Festival site that plan to serve beer and/or wine. There is a pre-approved site for the Beer/Wine Garden located on the elevated “knoll” area directly in front of the Jefferson Street stage. This pre-approved Beer/Wine Garden location utilizes the permanent fencing as the backside of the Beer/Wine Garden. Using this pre-approved Beer/Wine Garden layout is subject to the event organizer successfully obtaining the appropriate Virginia Department of Alcohol Beverage Control license and following all other provisions and requirements of the City of Lynchburg Beer/Wine Garden policy.

A custom Beer/Wine Garden configuration on a per event basis may be requested and approved when:

- a) The event organizer can satisfy the Custom Beer/Wine Garden requirements;
- b) All other provisions of the City of Lynchburg Beer/Wine Garden policy are adhered to; and
- c) The event organizer is able to successfully obtain the appropriate Virginia Department of Alcohol Beverage Control license.

LYNCHBURG COMMUNITY MARKET BEER/WINE GARDEN

There will be a designated area for a Beer/Wine Garden at all Special Events held at the Lynchburg Community Market that serve alcohol. There are two pre-approved sites for the layout of the Beer/Wine Garden:

- 1) The Beer/Wine Garden perimeter encompassing the “large” main parking area only.
- 2) The Beer/Wine Garden perimeter encompassing the “small” parking area only.

Using these pre-approved Beer/Wine Garden layouts is subject to the event organizer successfully obtaining the appropriate Virginia Department of Alcohol Beverage Control license.

A custom Beer/Wine Garden configuration on a per event basis may be requested and approved when:

- a) The event organizer can satisfy the Custom Beer/Wine Garden requirements;
- b) All other provisions of the City of Lynchburg Beer/Wine Garden policy are adhered to; and
- c) The event organizer is able to successfully obtain the appropriate Virginia Department of Alcohol Beverage Control license.

CUSTOM BEER/WINE GARDEN

If an organization wishes to utilize and request a Beer/Wine Garden layout other than a “pre-approved” layout for a Special Event site. Such request must be in writing to the City of Lynchburg and be attached to the event’s Special Event Permit Application. The request must contain a detailed event site-plan that clearly displays the Beer/Wine Garden layout details (e.g. perimeter boundaries, exits, entrances, serving locations, ticket sales locations, etc.). The City will review the custom Beer/Wine Garden request and notify the applicant in writing of the decision. The City reserves the right to deny such a request. Decisions regarding custom Beer/Wine Garden requests will be made based on an evaluation of these factors:

- Proposed Beer Garden layout
- Feasibility of location requested
- Number of beer taps to be used
- Anticipated number of attendees
- Nature of the event
- History of the event
- Duration of the event
- The event organizer’s ability to provide sufficient volunteers & staff
- Ability of the volunteer and staff to monitor and control under-age consumption
- Experience of the volunteers and staff
- Concern for public safety
- Probability of Virginia Department of Alcohol Beverage Control approval

A Review Committee, comprising of three individuals, a City Parks & Recreation Division representative, a City Police Department representative and a third representative appointed by the Director of Parks & Recreation will be convened to address any appeals/concerns/disagreements/disputes pertaining to denial of a proposed Beer/Wine Garden layout.